

Store Closed All Day
Tomorrow

WANAMAKER'S

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WEATHER
Fair

To You, as a Householder or an Apartment Dweller, Some Straight Facts as to

THE WANAMAKER AUGUST FURNITURE SALE

The Greatest Sale in the World

ONLY one thing could make such an August Furniture Sale as we are now holding, and that is stock of furniture back of it:

For any store to try to make a sale of this kind by any other means is to imitate the poor frog in the fable that tried to swell himself to the proportions of an ox and burst in the process.

In making a good furniture sale, as in making good furniture, much depends upon right purpose. From the outset our purpose has been to make not the largest—but the best kind of sale.

We have managed to hit both marks with one aim.

All that is great in this sale goes straight back to one thing—the reliability of the goods:

From first to last that is the one thing that can never be lost sight of. Everybody can see the wonderful assortments, the varied and charming beauties of the sale, and everybody can read price-tickets, but after all, it is what is back of the beauty that makes the saving worth the piece of card-board it is written on:

The fact that this is one furniture sale above and beyond all others is because above all other sales it is, it always has been and it always shall be, a sale of quality.

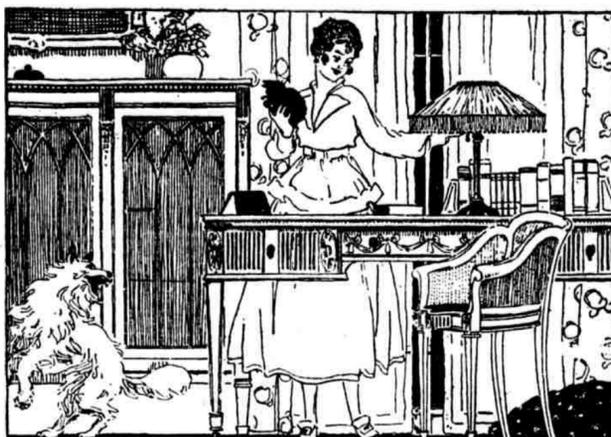
Next Monday morning it will begin a new spell of service and activity and take on new vigor:

In the meantime you would do well to consider what you ought to do in the face of the opportunities in which it abounds.

Opportunity—What It Means in This Sale

OPPORTUNITY is a much-used—and sometimes abused—word.

The opportunity which this sale brings can neither be too clearly understood nor too much emphasized.



IT IS THE OPPORTUNITY TO CHOOSE WHERE THERE IS MOST OF EVERYTHING THAT ANYBODY OF SENSE CAN DESIRE. There is a great deal in that fact—the fact that this is the sale that offers most of the things that people want.

Having sold so much more furniture than any other retail store, we have learned a good deal as to the kinds of furniture different kinds of people desire. We don't think we have ever had a stock in which the element of desirableness was so pronounced as it is in the stock we are now showing:

When we say desirableness we always mean desirableness from the customers' point of view.

To be right in quality, furniture must be right in woods, in construction, in finish. To be desirable, furniture must be not only 100 per cent to the good in all these essentials, but, in addition, it must have the CHARACTER, the CONTOUR, the LINES that make for individuality.

We have done our share—nobody to our knowledge has done so much—to have character put into furniture, and we are glad to have furniture—furniture of character and desirableness in such unduplicated abundance to show for our work. In this sale we have a record assortment of furniture of that kind.

The Facts and Figures of Magnitude

WE HAVE said before now that the varieties are unmatched and unprecedented. It is well, however, to be specific.

Of some things, for instance, china closets, there are 462 different kinds. In toilet tables, chiffoniers, bureaus, bookcases, davenports, serving tables and extension tables there are not less than 230 different kinds of any one article, and there are more than 400 different kinds of some of these articles, notably bureaus and chiffoniers.

These figures speak for themselves. Only one store in this vicinity can print them—and back them up. They are printed here—not vainly gloriously—but to show that if we do occasionally apply what some might consider pretty high-sounding adjectives to this event, well, we have the goods to show for every statement we make.

The Wanamaker Sale is the Sale That Has The Goods

THAT means everything. It is true of this sale as it has been of no former sale.

For in this sale we have more furniture than any sale has ever brought—one million dollars of new purchases backed by our regular stocks, all at savings of 10 to 50 per cent. It is believed that there has never been such another collection of furniture in the possession of any one retail store in the world.

With assortment so vast, with quality above doubt, with price reductions real, with comforts and courtesies unstinted, the great event will make a re-start next Monday morning, and it will be worth your while to be here.

